	Application No.	Applicant(s)
Notice of Allowability	09/635,805	WIRTZ ET AL.
	Examiner	Art Unit	
	Yogesh C. Garg	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *2/28/2007 & Telephonic Interview on 4/17/2007.*

2. ☒ The allowed claim(s) is/are *1-35.*

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a) ☐ All   b) ☐ Some*   c) ☐ None of the:

      1. ☐ Certified copies of the priority documents have been received.

      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .

      3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

    * Certified copies not received: _____ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application. **THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**
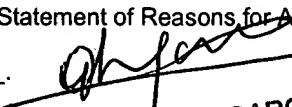
4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☒ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

    (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____ .

    (b) ☒ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date *4/26/2007.*

    Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)

2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)

3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____

4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

5. ☐ Notice of Informal Patent Application

6. ☒ Interview Summary (PTO-413), Paper No./Mail Date *4/26/2007* .

7. ☒ Examiner's Amendment/Comment

8. ☒ Examiner's Statement of Reasons for Allowance

9. ☐ Other _____ .

YOGESH C. GARG
PRIMARY EXAMINER
TECHNOLOGY CENTER 3600

DETAILED ACTION

Response to Amendment

1.   The applicant's amendment received on 2/28/2007 is acknowledged and entered. Claims 1, 13, 14, 18, 22, 26, 30 and 33 are amended. Currently claims 1-35 are pending for examination.

Response to Arguments

2.   Applicant's arguments, see Remarks, pages 17-22, filed 2/28/2007, with respect to currently amended claims 1-35 have been fully considered and are persuasive.

EXAMINER'S AMENDMENT

3.   An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Christopher Hermanson on 4/17/2007.

The application has been amended (Claims 13-14, 17-20, 22-25, 30, and 33-35 are currently amended.) as follows:

Claim 1 (Previously presented): A method of permitting a user to order

merchandise on a client computer that communicates with a server, the server

responding to on-demand requests for a Web page containing promotional items of

merchandise, wherein the server sends to the client computer the Web page and an

auxiliary file containing descriptive data related to the promotional items, comprising:

receiving, at the client computer, the Web page and the auxiliary file, to produce

a graphical depiction of one or more promotional items on a graphical user interface

coupled to the client computer and configured to receive input from the user;

displaying descriptive data related to at least one of the promotional items in

response to a request from the user, wherein the descriptive data is read from the

auxiliary file in response to the request from the user without further accessing and

querying said server and displayed with the graphical depiction on said graphical user

interface; and

sending the descriptive data related to one of the promotional items to a selection

panel in response to a selection request from the user, wherein the selection panel is

displayed with the graphical depiction on said graphical user interface, wherein said

sending is implemented by the client computer reading the auxiliary file and without

accessing and querying the server for the descriptive data to be sent.

Claim 2 (Original): A method of claim 1, wherein said displaying descriptive data

is implemented in response to a pointer linked to an input device being moved over one

of the promotional items.

Claim 3 (Original): A method of claim 2, further comprising altering the hue, saturation, brightness or lightness of the promotional item in response to the pointer being moved over the promotional item, wherein said altering indicates the availability of at least one of a subassembly image of the promotional item, discounts, related items, alternative packaging, alternative sizes, alternative colors, minimum order requirements, and comments from other customers or consumer activist groups.

Claim 4 (Original): A method of claim 1, wherein said sending descriptive data is implemented in response to an input device being operated to drag and drop the promotional item into the selection panel.

Claim 5 (Original): A method of claim 1, wherein said sending descriptive data is implemented in response to an input device being operated to click on the promotional item.

Claim 6 (Original): A method of claim 1, further comprising providing a window containing a subassembly of one of the promotional items in response to an input device being operated to click on the promotional item, wherein the subassembly comprises a plurality of additional promotional items having related descriptive data and capable of being sent to the selection panel.

Claim 7 (Original): A method of claim 1, further comprising sending a purchase request to the server to purchase the promotional item sent to the selection panel, wherein said sending a purchase request is implemented in response to an order request from the user.

Claim 8 (Original): A method of claim 7, wherein said sending a purchase request further comprises synchronizing the selection panel with a duplicate of the selection panel located on the server.

Claim 9 (Original): A method of claim 1, wherein said sending descriptive data further comprises waiting to receive a confirmation signal, from the server, to verify the promotional item has been added to a duplicate panel of the selection panel.

Claim 10 (Original): A method of claim 1, further comprising deleting a promotional item from the selection panel in response to an input device being operated to drag said promotional item out of the selection panel.

Claim 11 (Original): A method of claim 1, wherein said receiving to produce a graphic depiction further comprises producing a parts explosion image of the promotional item as the graphic depiction, wherein each part within the image represents a component of the promotional item.

Claim 12 (Original): A method of claim 1, wherein said sending descriptive data further comprises sending the descriptive data to a selection panel providing a metaphorical representation of a shopping cart, shopping basket or trolley.

Claim 13 (Currently amended): A method of permitting a user to view and interact with an electronic shopping catalog on a client computer, comprising the steps of:

generating instructions to display an interactive image of a catalog page from the electronic shopping catalog, wherein said generating includes formatting the instructions to match the configuration requirements of the client computer;

appending to the instructions an auxiliary file containing descriptive data related to promotional items of merchandise associated with the catalog page; and

sending the instructions over the Internet to the client computer, to command the client computer to produce a graphical depiction of one or more promotional items, on a graphical user interface coupled to the client computer and configured to receive input from the user;

displaying descriptive data related to at least one of the promotional items, with the graphical depiction on the graphical user interface by accessing said auxiliary file, in response to a request from the user, without further accessing and querying a server sending said catalog page for the descriptive data;

reading the auxiliary file, at the client computer without accessing and querying said server sending said catalog page for descriptive data to be sent, <u>and sending the</u> to send descriptive data related to one of the promotional items to a selection panel in response to a selection request from the user, without accessing and querying the server for the descriptive data; and

displaying the selection panel with the graphical depiction on said graphical user interface.

Claim 14 (Currently amended): A system for permitting a user to order merchandise on a client computer, said client computer programmable to send requests

to a server for a Web page containing promotional items of merchandise and an

auxiliary file containing descriptive data related to the promotional items, comprising:

a computer processor executing code including:

an image generator to produce a graphical depiction of one or more promotional

items on a graphical user interface coupled to said client computer, in accordance with

a received Web page;

a descriptive data generator to display descriptive data related to one of said

promotional items in response to a pointer linked to an input device being moved over

said promotional item by the user, wherein said descriptive data is read from the

auxiliary file at the client computer in response to the pointer and displayed with said

graphical depiction on said graphical user interface, without further accessing and

querying said server for the descriptive data; and

an order panel generator to produce a selection panel on said graphical user

interface, wherein said selection panel compiles a list of said promotional items that are

sent to said selection panel in response to a selection request, wherein said list is

produced by querying the auxiliary file for descriptive data corresponding to said list

without accessing and querying the server for said corresponding descriptive data to be

sent.

Claim 15 (Original): A system of claim 14, wherein said image generator alters

the hue or lightness of one of said promotional items in response to said pointer being

moved over said promotional item, wherein the hue or lightness indicates the availability

of at least one of a subassembly image of said promotional item, discounts, related items, alternative packaging, alternative sizes, alternative colors, minimum order requirements, and comments from other customers or consumer activist groups.

Claim 16 (Original): A system of claim 14, wherein said order panel generator displays said selection panel with said graphical depiction on said graphical user interface.

Claim 17 (Currently amended): A system of claim 14, the code further comprising:

an order executor to send a request to the server to purchase said promotional items sent to said selection panel, wherein said purchase request is sent in response to an order request from the user; and

an order initiator to produce a duplicate selection panel on the server, wherein entries or deletions of said promotional items in said selection panel sends a request for entries or deletions of said promotional items in said duplicate selection panel, wherein said purchase request from said order executor causes the server to synchronize said duplicate selection panel with said selection panel.

Claim 18 (Currently amended): A system for permitting a user to view and interact with an electronic shopping catalog provided by a server on a client computer, comprising:

a computer processor on the server executing code including:

an e-sessions controller to generate instructions to display an interactive image of a catalog page from the electronic shopping catalog, wherein said instructions include an auxiliary file containing descriptive data related to promotional items of merchandise on said catalog page, wherein said instructions are formatted to match the configuration requirements of the client computer; and

a route controller to send the instructions over the Internet to the client computer to produce an image generator to produce a graphical depiction of one or more promotional items on a graphical user interface coupled to the client computer; and

a computer processor on the client computer executing code including:

a descriptive data generator to generate descriptive data related to one of said promotional items in response to a pointer linked to an input device being moved over said promotional item on the graphical depiction by the user, wherein said descriptive data is displayed with said graphical depiction on said graphical user interface by reading said auxiliary file in response to the pointer without further accessing and querying said server; and

an order panel generator to produce a selection panel on said graphical user interface, wherein said selection panel compiles a list of said promotional items that are sent to said selection panel in response to a selection request at the client computer without accessing and querying said server, wherein said descriptive data generator reads said auxiliary file to provide descriptive data corresponding to said list, without accessing and querying the server for said corresponding descriptive data.

Claim 19 (Currently amended): A system of claim 18, <u>the code</u> further comprising a catalog selector to receive a request for contents of said catalog page and send instructions to display said contents on said graphical user interface.

Claim 20 (Currently amended): A system of claim 18, <u>on the server</u> further comprising an order processor to receive requests from the client computer to purchase said promotional items sent to said selection panel.

Claim 21 (Original): A system of claim 18, wherein said image generator alters the hue or lightness of one of said promotional items in response to said pointer being moved over said promotional item, wherein the hue or lightness indicates the availability of at least one of a subassembly image of said promotional item, discounts, related items, alternative packaging, alternative sizes, alternative colors, minimum order requirements, and comments from other customers or consumer activist groups.

Claim 22 (Currently amended): A computer program product comprising a computer useable medium having computer readable program code ~~means~~ embedded in said medium for causing an application program to execute on a computer that communicates with a server and permits a user to order merchandise on the computer, wherein the computer is programmable to send requests to a server for a Web page containing promotional items of the merchandise and an auxiliary file containing descriptive data related to the promotional items, said computer readable program code ~~means~~ comprising:

a first computer readable program code ~~means~~ for causing the computer to produce a graphical depiction of one or more promotional items on a graphical user interface coupled to the computer;

a second computer readable program code ~~means~~ for causing the computer to display descriptive data related to one of said promotional items in response to a pointer linked to an input device being moved over said promotional item on said graphical depiction, wherein said descriptive data is read from the auxiliary file at said computer in response to the pointer without further accessing and querying said server and displayed with said graphical depiction on said graphical user interface; and

a third computer readable program code ~~means~~ for causing the computer to display a selection panel on said graphical user interface with said graphical depiction in response to a selection request, wherein said selection panel compiles the editable list of said promotional items that are sent to said selection panel in response to a selection request, wherein said editable list is produced by querying the auxiliary file for descriptive data corresponding to said editable list at the computer without accessing and querying the server for said corresponding descriptive data.

Claim 23 (Currently amended): A computer program product according to claim 22, wherein said first computer readable program code ~~means~~ further causes the computer to alter the hue or lightness of one of said promotional items in response to said pointer being moved over said promotional item, wherein the hue or lightness indicates the availability of at least one of a subassembly image of said promotional item, discounts, related items, alternative packaging, alternative sizes, alternative

colors, minimum order requirements, and comments from other customers or consumer activist groups.

Claim 24 (Currently amended): A computer program product according to claim 22, further comprising a fourth computer readable program code means for causing the computer to send a request to the server to purchase said promotional items sent to said selection panel, wherein said purchase request is sent in response to an order request from the user.

Claim 25 (Currently amended): A computer program product according to claim 24, further comprising a fifth computer readable program code means for causing the computer to produce a duplicate selection panel on the server, wherein entries or deletions of said promotional items in said selection panel sends a request for entries or deletions of said promotional items in said duplicate selection panel, wherein said purchase request from said fourth computer readable program code causes the server to synchronize said duplicate selection panel with said selection panel.

Claim 26 (Previously presented): A method of permitting a user to order merchandise on a client computer that communicates with a plurality of servers, said servers sending Web pages containing one or more promotional items of merchandise and said servers sending an auxiliary file for each Web page to provide descriptive data corresponding to the promotional items, comprising:

receiving, from a first server, a first graphical depiction of a first promotional item and a first auxiliary file corresponding to the first promotional item in response to a request for the first promotional item;

displaying the first graphical depiction on a graphical user interface that is coupled to the client computer and configured to receive input from the user, wherein said displaying is implemented in response to the user requesting to view the first promotional item;

displaying a first descriptive data related to said first promotional item by reading said first auxiliary file in response to a request to view the first descriptive data, without further accessing and querying the first server for the first descriptive data;

receiving, from a second server, a second graphical depiction of a second promotional item and a second auxiliary file corresponding to the second promotional item in response to a request for the second promotional item;

displaying the second graphical depiction on the graphical user interface, wherein said displaying of the second graphical depiction is implemented in response to the user requesting to view the second promotional item;

displaying a second descriptive data related to said first promotional item by reading said second auxiliary file in response to a request to view the second descriptive data, without further accessing and querying said second server for the second descriptive data; and

receiving, from the first server, a selection panel application instructing the client computer to display, on the graphical user interface, a selection panel with one of the

first graphical depiction or the second graphical depiction, and instructing the client

computer to read and send descriptive data from the auxiliary file corresponding to at

least one of the promotional items from the first graphical depiction or the second

graphical depiction to the selection panel on said graphical user interface in response to

a selection request from the user, without further accessing and querying the server for

the descriptive data to be sent to said selection panel.

Claim 27 (Original): A method of 26, wherein said receiving a selection panel

further comprises receiving instructions for the selection panel application to remain

actively operable on the client computer during said receiving a second graphical

depiction, whereby the client computer is instructed to display the selection panel with

the second graphical depiction and to read and send descriptive data from the second

auxiliary file.

Claim 28 (Original): A method of 26, further comprising:

storing the selection panel application to a memory disposed on one of the client

computer or the first server prior to said receiving a second graphical depiction, wherein

said receiving a selection panel application includes receiving the selection panel

application from the memory, whereby the client computer is instructed to display the

selection panel with the second graphical depiction and to read and send descriptive

data from the second auxiliary file.

Claim 29 (Original): A method of 26, further comprising:

wherein said receiving a second graphical depiction includes maintaining an active connection between the client computer and the first server to continue an interactive session with the first server while the client computer displays the selection panel with the second graphical depiction and reads and sends descriptive data from the second auxiliary file.

Claim 30 (Currently amended): A system for permitting a user to order merchandise on a client computer that communicates with two or more servers, said servers sending Web pages containing one or more promotional items of merchandise and said servers sending an auxiliary file for each Web page to provide descriptive data corresponding to the promotional items located thereon, comprising:

a computer processor executing code including:

a local sessions controller to receive, from a server, a graphical depiction of a promotional item and an auxiliary file corresponding to said promotional item, wherein said graphical depiction and said auxiliary file are received in response to a request for said promotional item;

an image generator to display said graphical depiction on a graphical user interface coupled to said client computer;

a description generator to display description data related to the promotional item by reading such description data from said auxiliary file in response to a request to display such description data, without accessing and querying the server sending said graphical depiction of the promotional item and the auxiliary file; and

an order panel generator to display a selection panel with said graphical depiction on said graphical user interface, wherein said selection panel compiles an editable list of said promotional items that are sent to said selection panel in response to a selection request without accessing and querying said server for said editable list, wherein said editable list is produced by querying said auxiliary file for descriptive data corresponding to said editable list at the client computer without further accessing and querying said server for said descriptive data corresponding to said editable list.

Claim 31 (Original): A system of 30, wherein said order panel generator remains actively operable on the client computer when the client computer receives and displays a second graphical depiction of said promotional items from a second server, wherein said order panel generator displays said selection panel with said second graphical depiction on said graphical user interface, wherein descriptive data is read from a second auxiliary. file to compile an editable list of said promotional items that are sent to said selection panel, wherein said auxiliary file corresponds to said promotional items.

Claim 32 (Original): A system of 30, wherein said order panel generator is stored and retrieved from a memory disposed on one of the client computer or said server when the client computer receives and displays a second graphical depiction of said promotional items from a second server, wherein said client computer is instructed to display said selection panel with said second graphical depiction, wherein descriptive data is read from said second auxiliary file to compile an editable list of said promotional

items that are sent to said selection panel, wherein said auxiliary file corresponds to said promotional items.

Claim 33 (Currently amended): A computer program product comprising a computer useable medium having computer readable program code means embedded in said medium for causing an application program to execute on a computer that permits a user to order merchandise on the computer that communicates with two or more servers, said servers sending Web pages containing one or more promotional items of merchandise and said servers sending an auxiliary file for each Web page to provide descriptive data corresponding to the promotional items located thereon, said computer readable program code means comprising:

a first computer readable program code means for causing the computer to receive, from a server, a graphical depiction of a promotional item and an auxiliary file corresponding to said promotional item, wherein said graphical depiction and said auxiliary file are received in response to a request for said promotional item;

a second computer readable program code means for causing the computer to display said graphical depiction on a graphical user interface coupled to said client computer;

a third computer readable program code means for causing the computer to display descriptive data related to said promotional item by reading said auxiliary file without further accessing and querying the server for the descriptive data in response to a request to display the description data of the promotional depiction; and

a fourth computer readable program code means for causing the computer to display a selection panel with said graphical depiction on said graphical user interface, wherein said selection panel compiles an editable list of said promotional items that are sent to said selection panel in response to a selection request without further accessing and querying the associated server, wherein said editable list is produced by querying said auxiliary file for descriptive data corresponding to said editable list at said computer without further accessing and querying the associated server for said descriptive data.

Claim 34 (Currently amended): A computer program product according to claim 33, wherein said third computer readable program code means remains actively operable on the computer when the computer receives and displays a second graphical depiction of said promotional items from a second server, wherein said third computer readable program code means displays said selection panel with said second graphical depiction on said graphical user interface, wherein descriptive data is read from a second auxiliary file to compile an editable list of said promotional items that are sent to said selection panel, wherein said auxiliary file corresponds to said promotional items.

Claim 35 (Currently amended): A computer program product according to claim 33, wherein said third computer readable program. code means is stored and retrieved from a memory disposed on one of the computer or said server when the computer receives and displays a second graphical depiction of said promotional items from a second server, wherein said computer is instructed to display said selection panel with said second graphical depiction, wherein descriptive data is read from said second

auxiliary file to compile an editable list of said promotional items that are sent to said

selection panel, wherein said auxiliary file corresponds to said promotional items.

Drawings

4.   New corrected drawings in compliance with 37 CFR 1.121(d) are required in this

application because drawing numbers 1-5 and 7 are hand drawn and do not comply

with 37 CFR 1.84. Applicant is advised to employ the services of a competent patent

draftsperson outside the Office, as the U.S. Patent and Trademark Office no longer

prepares new drawings. The corrected drawings are required in reply to the Office

action to avoid abandonment of the application. The requirement for corrected drawings

will not be held in abeyance.

Allowable Subject Matter

5.   Claims 1-35 allowed. Claims 1, 13, 14, 18, 22, 26, 30 and 33 are independent

claims and the rest are their dependencies.

        The following is an examiner's statement of reasons for allowance:

        With regards to claim 1, the prior art of record neither alone or combined fairly

anticipates or renders obvious a method for viewing items and interacting to order

merchandise on a client computer that communicates with a server, wherein the server,

on a request from the client computer for items, sends to the client computer a Web

page and an auxiliary file containing descriptive data related to said items, comprising

,inter alia, <u>as a whole the steps of receiving, at the client computer, the Web page and</u>
<u>the auxiliary file, to produce a graphical depiction of one or more promotional items on a</u>
<u>graphical user interface coupled to the client computer, displaying descriptive data</u>
<u>related to at least one of the promotional items in response to a request from the user,</u>
<u>wherein the descriptive data is read from the auxiliary file in response to a request from</u>
<u>a user without further accessing and querying said server and displayed with the</u>
<u>graphical depiction on said graphical user interface and sending the descriptive data</u>
<u>related to one of the promotional items to a selection panel in response to a selection</u>
<u>request from the user, wherein the selection panel is displayed with the graphical</u>
<u>depiction on said graphical user interface, wherein said sending is implemented by the</u>
<u>client computer reading the auxiliary file and without accessing and querying the server</u>
<u>for the descriptive data to be sent.</u>

The applicant's arguments filed on 2/28/2007 (see Remarks, pages 18-22) are
persuasive and compelling that the prior art of record does not teach or render obvious
the above underlined limitations:

"   ...... *The claimed invention therefore enables the user to quickly select and view*
promotional items of merchandise and place certain of those items in a selection panel while the user
continues to view other promotional items. In particular, the claimed invention is able to do this quickly
because the user's computer interacts with the auxiliary file which is received at the user's computer
instead of a Web server which is remote or not local to the user's computer.

....Franklin is directed to a system and method for conducting commerce over a distributed
network where products of a plurality of merchants are compared on a client computer and the client

determines a final product to purchase based on the comparison. ......Franklin does not disclose or suggest displaying descriptive data related to one or more products on the user's computer by reading the auxiliary file without further accessing and querying the merchant site server as in the claimed invention. Instead: Franklin discloses that the "commerce client" runs on the user's computer to support electronic shopping. The merchant and product information is stored in an electronic shopping cart while the payment source information and the shipping information is respectively stored in an electronic wallet and an electronic address book. (Col. 17, line 61 to Col. 18, line 22). The shopping cart, wallet and address book are software implemented and not transferred from a server. .....Franklin therefore only discloses the off-line display of product information gathered from a plurality of merchants for comparison by a user. Franklin does not disclose or suggest displaying the descriptive data of the products by reading an auxiliary file without accessing and querying the merchant servers as in amended claim 1. The gathered product data or information is not, or is not from, an auxiliary file sent from a server, but instead is generated based on. the information gathered by the user at their computer.......Franklin therefore teaches that the product information is transferred from a merchant server to the client's or user's computer in response to a user request and thereby <u>teaches away</u> from the claimed invention which does not further access and query the server for such information..............Thus, the information stored in the gathered database of Franklin is the information entered in the shopping cart by the consumer or user and is not transmitted to user from the merchant site server. Instead the information is worked on by the user through entry of specific characters by fine user. The gathered database is accessed by the commerce client running on the user's computer. The information is not provided in an auxiliary file transmitted from the merchant site as in claimed invention because the product information stored in the gathered database is produced by the consumer or user and is stored in. the user's computer in list form • with other gathered product information from other Web sites or merchants.

............Hartman does not disclose or suggest sending a Web page and an auxiliary file to a user's computer based on a request by the user. The sections of the Web page such as the "101 Summary Description of Item," " 104 Detailed Description of Item," and other sections described by Hartman are not the same as the auxiliary file of the claimed invention. ......Thus, Hartman discloses that

the detailed product information requested by a user which is contained in the summary description

section 101 and detail description sections on the Web page are sent to fine client computer from the

server system by querying and accessing the server. Hartman does not disclose or suggest that this

information is obtained from an auxiliary file as in the claimed invention.

For all of the above reasons, Applicants submit that the combination of Hartman, Franklin, Airnet,

and Dan does not disclose, teach or suggest the subject matter of the claimed invention. Therefore, claim

1 and claims 2-12, which depend from claim I, are each patentably distinguished over the combination of

Hartman, Franklin, Airnet, and Dan and in condition for allowance.   "

With regards to other independent claims 13, 14, 18, 22, 26, 30 and 33, they

contain language closely parallel to the underlined language above and therefore the

reasons for allowance for all these independent claims are based on the same rationale

as set forth above for claim 1.

The reasons for allowance for all the dependencies of independent claims 1, 13,

14, 18, 22, 26, 30 and 33 are also based on the same rationale as set forth above for

claim 1.

Discussion of most relevant prior art.

6.1   Hartman et al. (US Patent 5,960,411) teaches a method, a system and a

computer program product for permitting a user to order merchandise on a client that

communicates with two or more servers, the servers responding to on demand requests

for a web page containing promotional items of merchandise, wherein the server sends

to the client the web page and providing descriptive data related to the items, see at

least col.1, lines 10-65, wherein the HTML documents contain tags for displaying text

and graphics relating to merchandise. Hartman also teaches selecting various items

and adding them to a shopping cart, see col.2, line 17-col.4, line 58 and Figs. 1A,

1B,1C, 2,3, 4. Hartman does not explicitly teach receiving an auxiliary file with the web

page sent from the server and that the descriptive data is read from the auxiliary file in

response to a request from a user without further accessing and querying said server

and displayed with the graphical depiction on said graphical user interface and sending

the descriptive data related to one of the promotional items to a selection panel in

response to a selection request from the user, wherein the selection panel is displayed

with the graphical depiction on said graphical user interface, wherein said sending is

implemented by the client computer reading the auxiliary file and without accessing and

querying the server for the descriptive data to be sent.

6.2.   Franklin et al. (US Patent 6,125,352), hereinafter Franklin, teaches a

method, a system and a computer program product for conducting e-shopping over a

distributed network wherein HTML coded web documents describing merchant products

are transmitted to a client computer containing function calling information by which the

consumer selected options invoke shopping related functions on the client computer

(see Abstract). A consumer on his computer can invoke functions such as retrieving

product information from merchants, selectively store product information locally on the

client computer and locally compare product information from different merchants and

selectively order products from the web-based merchants. But Franklin does not teach

receiving an auxiliary file with the web page sent from the server and that the

descriptive data is read from the auxiliary file in response to a request from a user

without further accessing and querying said server and displayed with the graphical

depiction on said graphical user interface and sending the descriptive data related to

one of the promotional items to a selection panel in response to a selection request

from the user, wherein the selection panel is displayed with the graphical depiction on

said graphical user interface, wherein said sending is implemented by the client

computer reading the auxiliary file and without accessing and querying the server for the

descriptive data to be sent.

6.3.   Web pages from web site www.airnet.com extracted from Internet on March 22,

2000, received with IDS, paper number 4, pages 1- 13, hereinafter referred to as Airnet.

Airnet is directed a parts information management system, which displays on a single

screen, information related to products such as a hierarchical parts lists, prices, bulletins

and exploded views of parts. Airnet specifically discloses that an image server displays

images that contain hyperlinks to parts and assembly information stored in different

databases. For example, when a user clicks on a part displayed on the image server

page, the corresponding part and assembly information is displayed to the user. The

electronic catalog page of Airnet, grabs each part as being linked to contents stored in a

server via a hyperlink. Airnet therefore enables a user to click on a part and then

retrieve the information on that part from a server and sends the information to the user's computer. Additionally, Airnet discloses that the part inventory information is stored in a relational database. Airnet therefore requires that the relational database and the image server are linked so that the information requested about a part by a user can be displayed on the user's computer. The user's computer merely controls the display of the accessed data on the page when the access and query are made in response to the user clicking on a part. In contrast, in the claimed invention, the descriptive information on a promotional item or product is not retrieved from a server, but instead from an auxiliary file. Also, the claimed invention does not make a hyperlink to a Web page as in Airnet. Instead, the claimed invention accesses an auxiliary file without accessing or querying the server.

6.3.   IBM Corp., "Visual Configurator System for Configuring and Ordering IBM Products," Technical Disclosure Bulletin, vol. 34, No. 12, May 1992, pp. 368-371, discloses a program that allows configuration of a machine and to place an order for that configuration by presenting a picture of an empty machine and then through the use of a mouse the user is presented with menus of potential devices that can be installed in various location of the machine under configuration and the program converts one's selections into codes and displays the price for the current set of selections, see page 368. However, this IBM bulletin does not teach, as a whole, receiving an auxiliary file with the web page sent from the server and that the descriptive data is read from the auxiliary file in response to a request from a user without further accessing and querying said server and displayed with the graphical

depiction on said graphical user interface and sending the descriptive data related to one of the promotional items to a selection panel in response to a selection request from the user, wherein the selection panel is displayed with the graphical depiction on said graphical user interface, wherein said sending is implemented by the client computer reading the auxiliary file and without accessing and querying the server for the descriptive data to be sent.
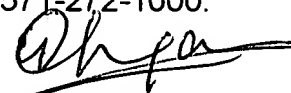
7.   Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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Art Unit 3625

YCG
4/26/2007